

COURSE DETAIL

INTRODUCTION TO TOURISM

Country

New Zealand

Host Institution

University of Otago

Program(s)

University of Otago

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

19

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO TOURISM

UCEAP Transcript Title

INTRO TO TOURISM

UCEAP Quarter Units

7.00

UCEAP Semester Units

4.70

Course Description

This course introduces the global principles that structure tourism, the nature and operation of the tourist industry and impact, and the development and management issues that arise from tourism. The tourism and hospitality sectors represent one of the world's largest industries. In New Zealand tourism is a \$20 billion industry that generates 9% of GDP. As a highly diverse and innovative industry, as well as a significant source of employment, it is critical that the industry is served by high-quality graduates. This course provides future leaders of the industry, including policy-makers and managers, with critical understandings of the principles that structure tourism and the nature and operation of tourism businesses in New Zealand and globally.

Language(s) of Instruction

English

Host Institution Course Number

TOUR101

Host Institution Course Title

INTRODUCTION TO TOURISM

Host Institution Campus

New Zealand

Host Institution Faculty

Host Institution Degree

Host Institution Department

Tourism

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